CLEAN VERSION OF ALL PENDING CLAIMS

All pending claims are listed in this section for purposes of clarity, with claims that have been amended identified as such. Claim 1 has been amended herein. Claims 5-15 have been newly added herein – the marked up version of these claims is found at pages 8-9 of this Reply.

1.   (Amended) A method of capturing and providing demographic information concerning a consumer of products to a manufacturer of such products during transactions in which the consumer utilizes a bar code reader and the Internet for product inquiries, comprising:

providing the consumer with a bar code symbol reader;

scanning a uniform product code (UPC) bar code symbol on a product by the consumer;

providing an association table in a database between the UPC symbol data and an Internet web site address affiliated with the product manufacturer;

providing the associated web site address to a computing device of the consumer for allowing the consumer to make a product information inquiry to said web site address; and

providing demographic information about the consumer to the product manufacturer by utilizing the information inquiry.

2.   A method as defined in claim 1, wherein the bar code symbol reader is provided in the consumer's home.

3.   A method as defined in claim 1, wherein the demographic information includes the geographic location of the consumer.

4.   A method as defined in claim 1, wherein further comprising providing targeted e-mails to the consumer for product announcements by the manufacturer.

5.   (New) A method for a consumer to obtain product information, comprising:

entering a Uniform Product Code (UPC) associated with a product into a consumer terminal;

transmitting Transmission Control Protocol/Internet Protocol (TCP/IP) packet information to a Mapping Service Provider (MSP);

receiving a link to a manufacturer web page from the MSP;

transmitting a request for product information to the manufacturer web page, demographic information about the consumer being transmitted with the request for product information; and

receiving the manufacturer web page.

6.   (New) The method of claim 5, the UPC being entered into the consumer terminal via a bar code reader.

7.   (New) The method of claim 5, the UPC being entered into the consumer terminal via a keyboard.

8.   (New) The method of claim 5, the TCP/IP packet comprising the UPC and a field instructing the MSP to launch a mapping program.

9.   (New) The method of claim 8, the mapping program matching the UPC to a web site address in a database.

10.   (New) The method of claim 5, the manufacturer web page including timer information such that consumer terminal software automatically executes the link to the manufacturer web page after a predetermined amount of time.

11.   (New) The method of claim 5, the MSP comprising a computer functioning as a web server with a mapping program database.

12.   (New) The method of claim 11, the mapping program database comprising a list of data corresponding to UPCs and a list of web site addresses associated with each UPC.

13.   (New) A method for obtaining consumer demographic information, comprising:

transmitting packet information pursuant to a product query to a destination Internet address; and

employing cross application of a Domain Name System (DNS) to translate Internet Protocol (IP) mapping information to the destination Internet address to allow obtaining of demographic information associated with each product query.

14.   (New) The method of claim 13, employing the demographic information to determine at least one of a scope of the product query, a geographic location of the product query, and a person initiating the product query.

15.   (New) The method of claim 13, employing the demographic information for providing at least one of targeted marketing, follow-up information, product announcements, and saleable product of the demographic information.